

Message Text

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PAGE 01 SYDNEY 01801 010803Z
ACTION EA-12

INFO OCT-01 ISO-00 EB-08 /021 W
-----030123 011240Z /53

R 010342Z AUG 78
FM AMCONSUL SYDNEY
TO SECSTATE WASHDC 8510
USDOC WASHDC
INFO AMEMBASSY CANBERRA
AMEMBASSY PORT MORESBY
AMEMBASSY SUVA
AMEMBASSY WELLINGTON
AMCONSUL AUCKLAND
AMCONSUL BRISBANE
AMCONSUL MELBOURNE
AMCONSUL PERTH

UNCLAS SYDNEY 1801

E.O. 11652: N/A
TAGS: BEXP AS PP NZ
SUBJ: FY80 EVENT PROGRAM - SYDNEY IMC

REF: A. SYDNEY 1033, B. SILLOWAY/ZEOILER LETTER 5/8/79
C. SYDNEY 1498, D. STATE 16785

1. AS REPORTED PREVIOUSLY, WE CONSIDER SAFETY AND SECURITY EQUIPMENT TO BE ONE OF HOTTEST THEMES AVAILABLE IN AUSTRALIA. SINCE INTERNATIONAL CONFLICTS INTERFERE WITH OUR ORIGINALLY PROPOSED DATES OF MAY OR OCTOBER 1979, WE RECOMMEND THAT IT BE SCHEDULED IN THE NEXT AVAILABLE SLOT, AUGUST 1979, REPLACING EDUCATIONAL AND TRAINING AIDS.

2. TO FILL VACANT SLOT IN OCTOBER 1979, WE RECOMMEND EDUCIUNBONAL AND TRAINING AIDS WITH HEALTH CARE/BIOMEDICAL EQUIPMENT AS AN ALTERNATE.

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3. WE RECOMMEND DROPPING THE FOREST INDUSTRIES MACHINERY EXHIBITION (FIME) OFFSITE PLANNED FOR APRIL AND REPLACING IT WITH THE RECENTLY ANNOUNCED "CONSUMER '80". A CONSUMER GOODS TRADE FAIR PLANNED BY THOMSON EXHIBITIONS FOR THE SYDNEY SHOWGROUNDS, FEBRUARY 11-16, 1980 (SEE ALSO MELBOURNE A-15, 6/30/78). THIS WILL BE THE FIRST CONSUMER GOODS TRADE FAIR HELD IN AUSTRALIA IN TEN YEARS AND PRESENTS AN OPPORTUNITY

THE IMC SHOULD TAKE ADVANTAGE OF. CCP CAMPAIGN MANAGER CURRAN CONCURS. ANY NECESSARY NARROWING OF THEME FOR IMC PAVILION COULD BE ESTABLISHED BY SUBSEQUENT OIM SCHEDULE COORDINATION AND MARKET RESEARCH, BUT LEISURE EQUIPMENT AND TOYS WOULD BE TWO PROMISING SUB-THEMES. "CONSUMER 80" IS PREFERABLE TO FIME BECAUSE THE MARKET POTENTIAL IS MORE ASSURED AND THE MOUNTING WOULD BE MORE PRACTICAL FOR THE REDUCED IMC STAFF TO HANDLE. FIME, INVOLVING DISPLAY OF VERY LARGE EQUIPMENT IN A BACKWOODS SITE, MAY WELL HAVE REQUIRED THE ASSISTANCE OF A TDY EXHIBITS MANAGER FROM WASHINGTON TO HELP EXPEDITE, TRANSPORT, AND DISPLAY EQUIPMENT.

4. IF THIS SWITCH IS ACCEPTABLE TO COMMERCE, THE BUSINESS EQUIPMENT IMC ONSITE WOULD BE MOVED FROM FEBRUARY TO APRIL.

5. RE PARA 2, REF (D), IMC NEVER PROPOSED PARTICIPATION IN NON-DESTRUCTIVE TESTING CONFERENCE, BUT RATHER A CONCURRENT IMC OFFSITE AT A NEARBY VENUE ON THE BROADER THEME OF INDUSTRIAL INSTRUMENTATION. MORE DETAILED RATIONALE FURNISHED OIM IN ZETTLER MEMO TO MCLAUGHLIN DATED 4/13/78.

6. TO GIVE OIM MORE PRECISE PICTURE OF PRODUCT MIX DISPLAYED IN INTERNATIONAL CATERING TRADE FAIR, ICTF 78 CATALOG FORWARDED TO CMM THIS DATE.

7. TO RECAPITULATE, REVISED EVENT SCHEDULE FOR FY80 WOULD BE:
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(A) OCTOBER, 1979
EDUCATIONAL AND TRAINING AIDS (ALTERNATE HEALTH CARE/
BIOMEDICAL EQUIPMENT)
IMC SYDNEY

(B) NOVEMBER 19-22, 1979
INDUSTRIAL INSTRUMENTATION
OFF-SITE, EXHIBITION BUILDINGS, MELBOURNE IN COLLABORATION
WITH 9TH WORLD CONFERENCE ON NON-DESTRUCTIVE TESTING.
(ALTERNATE: AUSTRALASIAN MICROGRAPHICS CONGRESS AND
EXHIBITION, MELBOURNE).

(C) FEBRUARY 11-16, 1980
"CONSUMER '80"
OFF-SITE, RAS SHOWGROUND, SYDNEY

(D) APRIL 1980

BUSINESS EQUIPMENT
IMC, SYDNEY

(E) JUNE 29-JULY 3, 1980
INTERNATIONAL CATERING TRADE FAIR (6TH ICTF)
OFF-SITE, RAS SHOWGROUND, SYDNEY
(ALTERNATE: PAKPRINT '80, JUNE 2-6, MELBOURNE)

(F) AUGUST 1980
SAFETY AND SECURITY EQUIPMENT
IMC SYDNEY

8. ABOVE PROPOSALS HAVE BEEN CLEARED WITH EMBASSY CANBERRA
AND ALL OTHER INFO POSTS. REQUEST OIM CLEARANCE SO THAT
WE CAN PUBLISH SCHEDULE AND BEGIN NEGOTIATIONS ON OFFSITE
SPACE.
WENTWORTH
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